



CALPEEK

CALIFORNIA POLITICAL WEEK

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ELECTION PREVIEW

Editor's note: In this issue of *Calpeek* we'll cover all the bases – starting with the Presidential campaign and running through some of the high profile local elections. We'll start with *Political Trends*...

POLITICAL TRENDS

- **Registration** – A record high 15.7 million Californians are now registered to vote Nov. 7th. Both the CA Republican Party and the CA Demo Party spent big bucks on registration drives to beef up party membership. Overall, Demos have 7,134,566 vs. 5,485,467 for the GOP. That's a spread of 1.6 million voters. Since the March primary, Demos registered 105,404 more voters than the GOP...

- **Voter Turnout** – CA Secretary of State Bill Jones(R) and various county registrars are hoping for an 80% turnout. But the official SOS prediction is 76%. Both Demos and GOPers are in the midst of massive ground wars in Calif.'s 22,670 precincts. And this is really the first time since 1994 where CA Republicans have been fired up and energized. The Demo base doesn't seem as excited, but that could change once President Bill Clinton joins Gov. Gray Davis & Company on Nov. 2nd to campaign in selected areas to energize the base...

- **All That SOFT \$\$\$** - All those policy-oriented tv ads and direct mail pieces for Texas Gov. George W. Bush are paid for with soft money, mostly from the Victory 2000/CA Republicans Party. Ditto the Demos in selected U.S. House races, with the money coming from the CA Demo Party...

- **The Nader Factor** – During the DNC summer presidential convention in L.A., U.S. Sen. Barbara Boxer was one of the first party leaders to warn Demos about the danger Green Party presidential candidate Ralph Nader posed to Al Gore. Too bad DNC officials and the Gore campaign in Nashville didn't listen. There are at least 2 states (OR & WA) where Gore should be ahead of Bush, but is locked in a close race because of Nader. And while Demos keep saying that *a vote*

for Nader is a vote for Bush, Nader says there's no difference between Bush and Gore. Demos say that's hogwash and Nader knows better. And *pro-Nader ads* produced by the Republican Leadership Council support what the Demos have been saying. But there is evidence that liberal Demos who now support Nader may be having second thoughts. Reason: these Demos are concerned about the U.S. Supreme Court. A Bush win would tilt the court in a very conservative direction, and would probably result in the reversal of *Roe Vs. Wade*...

THE PRESIDENCY

...This battle between George W. Bush(R) and Al Gore(D) will be a very close race, perhaps as close as Kennedy vs. Nixon in 1960. Nationally, the tracking polls currently favor Bush, but remember it's the *electoral college system* which counts, so it's more realistic to look at polling in key Battle Zone states (FL, MI, PA, WI, WA, OR and MO). If you believe pollster John Zogby, then Gore may have an edge because he's leading in FL (as of 11/1) and that was thought to be very safe turf for Bush two months ago – just like OR and WA were supposed to be safe for Gore...

...Here in Calif., as *Calpeek* hit deadline, Gore's campaign had been playing *chicken* by not running any ads. The Bush campaign has been spending tons, perhaps as much as \$12-15 million over 2 months in soft (and some hard) money tv spots. The new Field Poll published on 11/2 had Gore up by a 47% to 40% margin, but a 3-day tracking poll by Demo pollster Mark Mellman (800 sample, ending Nov. 1st) showed Gore at 48% vs. 38% for Bush. Key GOP sources have told *Calpeek* they expect Gore to carry Calif., but by spending big bucks, Bush has kept the voter base energized and that helps down-ballot GOP candidates. For this, Calif. GOP leaders owe Bush *Big Time*...

U.S. SENATE

...Demo sources thought that U.S. Rep. Tom Campbell, the moderate Republican from San Jose, would give U.S. Sen. Dianne Feinstein(D) a tougher battle. Hasn't turned out that

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way at all. The latest *L.A. Times* survey (852 likely voters, Oct. 19-23) shows DiFi with a huge 60% to 35% lead, with the rest for others or undecided. DiFi is drawing 20% of the GOP base. Campbell's biggest problem: he's unknown by 54% of the voters. When given the opportunity to debate Feinstein, Campbell tried to smear her with an attack against the senator's husband. It was that old China conflict stuff, re-packaged. Didn't work and Campbell looked desperate...

U.S. HOUSE OF REPRESENTATIVES

...It's hard to believe that with just days to go before this election, the GOP U.S. House leadership would back out of a deal they made with President Clinton on the education spending bill, forcing a veto. There is such a thing as member protection, but that got flushed. What impact these last minute budget battles in DC are having at home is at best difficult to measure, but it can't be good news for 3 targeted GOP U.S. House members from Calif...

...**Calpeek's Watch List** remains unchanged (incumbents are underlined): Tauscher(D-10); Capps(D-22); Gallegly(R-23); Horn(R-38); and Baca(D-42)...

The Battle Zone

(Incumbents are underlined):

15 th CD Open	Honda(D) vs. Cunneen(R). Lean D-
20 th CD	<u>Dooley</u> (D) vs. Rodriguez(R). Leans D
27 th CD	<u>Rogan</u> (R) vs. Schiff(D). Leans D
36 th CD	<u>Kuykendall</u> (R) vs. Harman(D). Toss up
49 th CD	<u>Bilbray</u> (R) vs. Davis(D). Toss up

☒ **27th CD** – New poll from Sen. Adam Schiff's campaign: Schiff 46% vs. Rogan 40%, with Brown(Libertarian) at 5%, Hospodar(Natural Law) at 2% and undecided at 8%. Rogan's reelect number is 36% vs. someone else at 44%. 500 sample tracking survey Oct. 23-24 by The Feldman Group of DC...

☒ **20th CD** – Two new polls in this race between U.S. Rep. Cal Dooley(D) and Rich Rodriguez(R). The *Bakersfield Californian* shows Rodriguez ahead: 41% vs. 38%. This poll was conducted by Prof. Stanley Clark at Cal State Bakersfield. 483 voters, Oct. 17-23. The other survey was done by Dooley's team. It shows Dooley with a 49% to 38% lead, with 12% undecided. This poll was conducted Oct. 23-24, among 400 likely voters by Fairbank Maslin Maullin. The previous FMM poll showed Dooley with 49% vs. 34% for Rodriguez. Dooley has been endorsed by the *Fresno BEE*, the *Visalia Times Delta* and the *Bakersfield Californian*. FYI: Gov. Davis was in Fresno Nov. 1st for a GOTV rally with Dooley, State Sen. Jim Costa and Assemblymembers Dean Florez and Sarah Reyes...

☒ **15th CD** – GOP Assemblyman Jim Cunneen can't be thrilled over an NRCC mailing which has been blasted as being "racially insensitive." The mailer in question pictured Demo Assemblyman Mike Honda's face superimposed on bars, with a headline which said, "Mike Honda's Criminal Record." Honda doesn't have a criminal record and the only time he was ever jailed (as a youngster) was in an internment camp during WWII. The key question: why did the NRCC mail stuff like this which hurt their candidate? A new survey by pollster John Zogby shows Honda leading: 51% to 40% (Oct. 27-30, 350 likely voters). FYI: in the Zogby poll, Gore leads Bush in this CD by a margin of 57% to 32%...

☒ **36th CD** – The tv ads, both IEs and hard money, are flying in all directions. U.S. Rep. Steve Kuykendall(R) and Jane Harman(D) are really slugging it out. **Calpeek** continues to call this race a toss up, but there is a new poll by John Zogby which gives Kuykendall a 5-pt. lead: 45% to 40%, with 4% for Reform Party candidate John Konopka. In the Zogby poll, Bush leads Gore in this CD: 46% to 42%...

☒ **49th CD** – U.S. Rep. Brian Bilbray(R-San Diego) is in a fight for political survival. Millions of dollars of IE tv ads and mail is flooding the CD for Bilbray and Demo Assemblywoman Susan Davis. There are conflicting polls. The KGTV poll reported 10/18 that Davis held a 10-pt. lead: 51% to 41%. Sources tell **Calpeek** that private Demo polling has Davis up 5-10 pts. The Bilbray campaign says their private polling (The Terrance Group) has the congressman up by 3 pts. This race is still a toss up...

CALIF. STATE SENATE

...Senate Demo PPT John Burton currently has a 25-15 advantage in the upper house of the Calif. Legislature. All odd numbered seats are up. Six(6) races are in the Battle Zone.

Battle Zone

5 th SD Open	Machado(D) vs. Nakanishi(R). Toss up
7 th SD	<u>Rainey</u> (R) vs. Torlakson(D). Leans D-
23 rd SD Open	Scott(D) vs. Zee(R). Leans D
27 th SD	<u>Karnette</u> (D) vs. Ryan(R). Leans D
29 th SD Open	Margett(R) vs. Melendez(D). Leans R
39 th SD	<u>Alpert</u> (D) vs. Stirling(R). Leans D

☒ **39th SD** – Previously **Calpeek** listed the 39th SD as a toss up, but new poll shows State Sen. Dede Alpert(D-San Diego) with a lead of 49% to 31%, with 15% undecided. Libertarian Rusty Nichols and Natural Law candidate Stuart Knoles have 2% each. The poll was taken by The Feldman Group, 402 likely voters, Oct. 18-19...

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☒ **29th SD** – Senate PPT Burton has given \$529,640 to Demo Richard Melendez (as of 10/29). Combined with other funds, Melendez has spent \$713,133. Margett's war-chest had \$735,298 c-o-h and he had spent \$224,411. Burton's money helps make this race more interesting and Melendez, who is a cop, is hammering Margett for voting against a 1995 law to ban cop-killer bullets...

☒ **5th SD** – Demo Assemblyman Mike Machado has been endorsed by the *Stockton Record* and the *Lodi Sentinel* – Nakanishi's hometown newspaper. Neutral sources tell **Calpeek** that Nakanishi is not a super star on the Lodi city council – far from it. Both candidates have been spending big bucks: Machado \$869,529 vs. \$572,445 for Nakanishi in the last report...

☒ **31st SD** – A late six-figure(\$) *trick or treat* Halloween direct mail attack has been thrown at Senate GOP Leader Jim Brulte of Rancho Cucamonga by the CA Demo Party. It's just a reminder to voters that Brulte was the co-author of the bill which deregulated the energy industry in Calif...

CALIF. STATE ASSEMBLY

... Demo Assembly Speaker Bob Hertzberg is sitting in the driver's seat, currently holding 46 of the Assembly's 80 seats. With the Assembly Republican PAC strapped for cash, Demos could possibly pick up another 2-3 seats. According to **Calpeek** sources, Republicans are now only playing in 3 open seats (17th AD, 43rd AD and 61st AD) and trying to hold 2 open seats which are currently in the GOP column (24th AD and 28th AD)...

The Watch List (Incumbents)

10 th AD	<u>Pescetti</u> (R) vs. Gravert(D). Leans R
15 th AD	<u>Leach</u> (R) vs. Rolan(D). Leans R
16 th AD	<u>Bock</u> (I) vs. Chan(D). Leans D
30 th AD	<u>Florez</u> (D) vs. Kay(R). Leans D
69 th AD	<u>Correa</u> (D) vs. Lopez(R). Leans D
78 th AD	<u>Wayne</u> (D) vs. Steel(R). Leans D

The Watch List (Open Seats)

41 st AD	Shapiro(R) vs. Pavley(D). Leans D
44 th AD	Liu(D) vs. Carpenter-McMillan. Leans D
59 th AD	Mountjoy(R) vs. Hall(D). Leans R
76 th AD	Kehoe(D) vs. Nash-Hoff(R). Leans D
77 th AD	La Suer(R) vs. Keegan(D). Leans R

The Battle Zone

17 th AD Open	Aghazarian(R) vs. Matthews(D). Toss up
24 th AD Open	Jackson(R) vs. Cohn(D). Toss up
28 th AD Open	Denham(R) vs. Salinas(D). Toss up
37 th AD	<u>Strickland</u> (R) vs. McGrath(D). Leans R

43 rd AD Open	Massakian(R) vs. Frommer(D). Leans D
54 th AD	<u>Lowenthal</u> (D) vs. Svorinich(R). Leans D
56 th AD	<u>Havice</u> (D) vs. Hu(R). Leans D
61 st AD Open	Yates(R) vs. McLeod(D). Toss up

INITIATIVE WARS

◆ **Prop. 34 (Campaign Reform)** – YES on 34 is running a stealth campaign, if you believe the opponents, known as *Californians Against Phony Reform*. Neither side is loaded with money, but NO on 34 (Common Cause, LWV et al) may have a slight edge because millionaire Max Palevsky has come through one more time: \$600,000. So NO on 34 has a limited cable tv buy with a spot featuring actor Warren Beatty and U.S. Sen. John McCain(R) and a solid 2 week radio buy. The YES on 34 campaign has 1 week of radio and is on 20 million pieces of slate mail. Virtually all of the major newspapers (except for Sacto BEE) have come out NO on 34, but Gov. Davis is YES. The current Field Poll showed YES at 46% vs. 26%. And given the ballot title, the YES on 34 campaign feels they have a good shot...

◆ **Prop. 35 (Contracting Out)** – Both sides are up on tv making the same claim: there will be delays if you vote YES and there will be delays if you vote NO. Confused? Voters are too and there are no public polls to give any kind of indication of how this measure will go. YES on 35 has an edge in newspaper endorsements, but NO on 35 claims to be on 20 million pieces of slate mail. Gov. Davis is neutral...

◆ **Prop. 36 (Drug Treatment)** – Both sides want to spend more money on drug treatment, as opposed to prison or jail time for 1st time, non-violent drug users. The devil is in the details. NO on 36 says that without testing, Prop. 36 is a waste of money. YES on 36 says testing is permitted, but not required. The current *L.A. Times* poll shows YES on 36 holding a 54% to 28% lead, with 18% undecided. Most all of the law & order organizations are NO on 36, but these outfits (with the exception of CCPOA) can't compete with the deep pockets of the three non-Calif. sponsors of 36. YES on 36 spent \$636,023 in the last period vs. only \$174,724 for the NO side. The NO side is running a strong grass roots campaign and has received most, but not all, of the newspaper endorsements. But it's the money which buys tv ads and slates and the NO side just can't compete. No shock: Gov. Davis is NO on 36...

◆ **Prop. 37 (Taxes/Fees)** – Again, this is one of those low profile, special interest initiatives which really hasn't received much attention. Heading into the last week of the campaign, neither side was on tv, but YES on 37 has been on statewide radio for 3 weeks. Biggest shock is that YES on 37 hasn't collected much of a warchest, especially with all

those special interest groups who want to change the law. Most all of the major daily newspapers have come out NO on 37. NO on 37 is an underfunded effort, but it has won some free space on a number of Demo-oriented slates. Sources for YES on 37 say they had enough money for a piggyback poll and it showed voters evenly divided between YES, NO and undecided – about a 1/3 each...

◆ **Prop. 38 (School Vouchers)** – This is the battle of the big spenders, with YES on 38 sponsor Tim Draper shelling out millions of dollars for a tv ad campaign which has gone nowhere. The current *L.A. Times* poll shows 66% NO vs. 27% YES, with 7% undecided. The NO on 38 campaign has been flawless, including a great GOTV effort...

◆ **Prop. 39(55% vote on local school bonds)** – This is a *David vs. Goliath* situation, where Goliath is Gov. Gray Davis and most of the Silicon Valley establishment VS. the Howard Jarvis Taxpayers Assn. (HJTA). The current *L.A. Times* poll puts the YES on 39 side out in front by a 55% to 32% margin, with 13% undecided. It's even more lopsided in spending, with YES on 39 at about \$30 million vs. \$4 million for the NO side. YES on 39 continues to duck the question about killing off the 2/3rds vote for local school bonds, but is supported by virtually all of the major daily newspapers. And most of the slates are YES on 39 too. It's hard to see how 39 could be defeated, but never sell the HJTA short. Remember Prop. 26? That must be why the *L.A. Times* again editorialized FOR 39 on Nov. 1st and bashed the HJTA for scare tactics...

KEY LOCAL CONTESTS

■ **L.A. Co. DA's Race** – In 1996 Calpeek said that incumbent DA Gil Garcetti was *political toast*. We were just a little early in our prediction – 4 years early. This time around Garcetti has met his match in Chief Dep. DA Steve Cooley, who unlike John Lynch, has raised a credible campaign war chest and has been fighting back against nearly \$1 million in negative tv ads which have been hitting the airwaves for the past 10 days. Sources say Cooley's tv buy is about \$400,000 and it's a combo ad: partly negative about Garcetti, with a positive ending about Cooley and his news media endorsements. Most all of L.A. Co.'s daily newspapers are with Cooley. But the thing which is really hurting Garcetti the most right now is Rampart – the L.A. Police Dept. scandal, which is in the headlines daily because one trial against Rampart cops is already underway. Cooley's big countywide mailer also is about the LAPD Rampart scandal. It's called "L.A. Confidential 2" and really slams Garcetti hard. In addition to the news media endorsements, Cooley has received several key law & order

endorsements which ordinarily would have gone to the incumbent. Garcetti's main line of attack is that Cooley is soft on the 3-Strikes Law. Garcetti is also playing his partisan Demo card. A number of Demo clubs and organizations have endorsed Garcetti, but Cooley has some key Demo support too, including former DA/AG John Van de Kamp. In politics, there's such a thing as *luck & timing*. Gil Garcetti is on the short end of both...

■ **Sacto Mayor's Race** – The *Sacramento BEE*'s new survey on this race gives Sacto Councilwoman Heather Fargo a 44% to 39% lead over rival Councilman Rob Kerth, with 17% undecided. The poll was taken Oct. 23-25, 629 likely voters by Research 2000. The poll was taken prior to the time when Kerth's mail began to arrive...

■ **San Diego Mayor's Race** – In this battle to replace Mayor Susan Golding, most sources continue to see this battle between San Diego Judge Dick Murphy and San Diego Co. Sup. Ron Roberts as being a very close race. A KGTV Chn. 10 survey had Murphy ahead: 46% to 40% (500 likely voters, Oct. 16-17). But Roberts has been private polling which shows him up by 4 points (600 likely voters, Oct. 23-26). Both are on tv, but Roberts has a much bigger tv buy (\$560,000 vs. \$125,000 for Murphy). The latest tv for Murphy is an attack ad against Roberts for being a "career politician." Roberts has dumped his traffic gridlock/no new airport at Miramar tv ad in favor of a solid, positive ad about himself, which his campaign calls "New Urban Vision."...

CAMPAIGN 2000: ELECTORAL COLLEGE UPDATE.

Editor's note: Here is Calpeek's *Electoral College* forecast as of 11/1/00. 270 electoral votes needed to win...

GORE (14 safe): CA(54), CT(8), DE(3), DC(3), HI(4), IL(22), IA(7), ME(4), MD(10), MA(12), NJ(15), NY(33), RI(4), VT(3). 182

Gore(6 Lean): NM(5), WV(5), PA(23), FL(25), WI(11), MN(10). 79

BUSH (20 safe): AL(9), AK(3), ID(4), IN(12), KS(6), KY(8), MS(7), MT(3), NE(5), ND(3), OK(8), SC(8), SD(3), TX(32), UT(5), VA(13), WY(3), GA(13), OH(21), NC(14). 180

Bush(3 Lean): AZ(8), CO(8) and LA(9). 25

Toss Ups (8): AR(6), MO(11), NV(4), NH(4), WA(11), MI(18), OR(7) and TN(11)...